

**A) Choose the correct answer:**

1. Unlike text or images, what can videos combine besides visuals?  
a. sound   b. storytelling   c. both a & b
  
2. How many viewers can a short video on social media can reach withing minutes?  
a. billions   b. thousands   c. neither a & b

**B) Fill in the blanks to complete the sentence:**

1. When customers see a \_\_\_\_\_ being used or hear a real person's story, they connect emotionally with the brand.
2. Even behind-the-scenes clips or live streams can humanize a \_\_\_\_\_ and make it feel more approachable.

**C) What chances do videos give to businesses? Mention 2.**

1. \_\_\_\_\_
2. \_\_\_\_\_